

## Bio:

**Adam Carnow** is a Community Evangelist at Esri, the global market leader in Geographic Information Systems (GIS). He is a keynote speaker, thought leader and technology evangelist, helping organizations get the most out of their GIS investment, and make a difference in their communities. He inspires customers to maximize their return on investment in the ArcGIS platform. He works closely with the Esri teams and Partners to assure customer success. He helps these organizations use the ArcGIS platform to transform from mapmakers into solution providers, through the application of location intelligence, to deliver spatial insight. He strives to assist customers in creating and reaching their vision, and gaining professional recognition for their efforts, like awards, presentations, articles and videos.

Mr. Carnow has over 25 years of experience as a GIS practitioner in the public and private sectors, as well as academia. He holds a BA in Geography, and a MA in Urban and Regional Planning from the University of Florida, and has achieved certification as an Urban Planner (AICP) and GIS Professional (GISP).



## Abstract:

**Surfing the GIS Waves to Success:** - Like other technologies, GIS continues to evolve in a series of waves. We cannot ignore or fight these waves. We have got to learn how to harness them to power our organizations forward. This presentation will review proven, best practice strategies and real world examples on how you can surf these GIS waves to success. These best practices include:

- Focus on the Big Picture
- It's all about the business!
- Focus on Analytics and drive towards realizing Value
- Implement a Change Management Program
- Innovate
- Keep it simple
- Measure, document and publicize your impact
- Cultivate executive sponsorship
- Deploy Actionable Open Data
- Use of GIS provides benefits, so expand its use

**Adam Carnow** | Community Evangelist

Esri | 6210 Ardrey Kell Rd., Suite 200 | Charlotte, NC 28277 | USA

T 704 541 9810 x8679 | M 980 355 2956 | Twitter: @SpatialAce | [acarnow@esri.com](mailto:acarnow@esri.com) | [esri.com](http://esri.com)

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